

Message Text

UNCLASSIFIED

PAGE 01 TEHRAN 05220 011110Z
ACTION COME-00

INFO OCT-01 NEA-11 ISO-00 EB-08 DOE-15 SOE-02 NRC-07
OES-07 /051 W

-----035268 011317Z /46

R 010937Z JUN 78
FM AMEMBASSY TEHRAN
TO SECSTATE WASHDC 8655
INFO USINT BAGHDAD
AMEMBASSY MANAMA
AMCONSUL DHAHRAN
AMEMBASSY JIDDA
AMEMBASSY KUWAIT
AMEMBASSY CAIRO
USLO RIYADH

UNCLAS TEHRAN 5220

E. O. 11652: N/A
TAGS: BEXP, IR
SUBJ: TRADE PROMOTIONAL POSSIBILITIES FOR ENERGY
CONSERVATION AND ENERGY ALTERNATIVES

REF: STATE 133362

1. POST BELIEVES THAT GENERAL SUBJECT ENERGY CONSERVA-
TION AND ENERGY ALTERNATIVES MAY PRODUCE SOME INTEREST
IN IRAN. ON BASIS SLIM INFORMATION PROVIDED REFTEL,
HOWEVER, POST CANNOT COMMENT FURTHER ON THEME VIABILITY.
IF MORE PRECISE INFORMATION ON EQUIPMENT AND SERVICES
COULD BE PROVIDED, POST WOULD BE IN BETTER POSITION TO
POLL INDUSTRY IN IRAN AND COMMENT ON PROMOTIONAL
POSSIBILITIES.

2. OF MORE COMPELLING CONSIDERATION, HOWEVER, IS
POST'S NEGATIVE REACTION ON TIMING OF THIS PROPOSED
TRADE MISSION. USTC TEHRAN HAS JUST COMPLETED
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SUCCESSFUL EXHIBITION ON SOLAR ENERGY, INTERNATIONAL SOLAR
ENERGY SHOW HAS JUST ENDED IN BAHRAIN, AND USTC TEHRAN
HAS ENERGY SYSTEMS EXHIBITION SCHEDULED FOR EARLY
1979 (EITHER JANUARY OR MARCH, DEPENDING ON SCHEDULE
WHICH IS SUBJECT SEPTTEL). IT WOULD APPEAR THAT THREE
SEPARATE PROMOTIONS ON SIMILAR THEME IN IRAN DURING
TEN MONTH PERIOD MAY BE OVERLOADING THE

CIRCUITS. ADDITIONALLY, USTC TEHRAN ALREADY HAS A MAJOR EXHIBITION SCHEDULED FOR EARLY DECEMBER, WHICH SHOULD OCCUPY FULL ATTENTION ENTIRE USTC STAFF AND THAT OF SEVERAL MEMBERS OF COMMERCIAL SECTION STAFF.

3. ASSUMING THAT EQUIPMENT AND SERVICES COVERED BY THIS THEME APPEAR TO HAVE MARKET POTENTIAL IN IRAN, POST WOULD SUGGEST THAT FIRMS MANUFACTURING SUCH EQUIPMENT AND OFFERING SUCH SERVICES BE PROCURED FOR USTC ENERGY EXHIBITION AND NOT FOR SEPARATE TRADE MISSION.
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Message Attributes

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Draft Date: 01 jun 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: n/a
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Executive Order: N/A
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Film Number: D780229-0444
Format: TEL
From: TEHRAN
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ISecure: 1
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Litigation History:
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